progressive change in a visible characteristic of the attribute; and

(c) modifying the display of the object in accordance with the progressively modified non-textual attribute.

2. (Currently Amended) The method of claim 1, wherein the non-textual attribute is a color that is progressively darkened or lightened upon each selection of the object.

3. (Currently Amended) The method of claim 1, wherein the non-textual attribute is a shape whose configuration is progressively changed upon each selection of the object.

4. (Currently Amended) The method of claim 1, wherein the non-textual attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

5. (Currently Amended) The method of claim 1, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

6. (Original) The method of claim 5, wherein the expiration value limit is a time limit.

7. (Original) The method of claim 5, wherein the expiration value limit is related to frequency of object selection.

8. (canceled)

9. (canceled)

10. (canceled)

11. (Currently Amended) A system comprising:

a first unit for selection of an object displayed in an EPG;

a second unit to progressively modify ~~an~~ a non-textual attribute associated with an object by an_incremental amount for each of at least more than two times that the object is selected, wherein modification of the attribute occurs at least more than two of times in a common direction and each change in the attribute is a progressive change in a visible characteristic of the attribute; and

a third unit to modify the display of the object in accordance with the progressively modified non-textual attribute.

12. (Currently Amended) The system of claim 11, wherein the attribute is a color that is progressively darkened or lightened upon each selection of the object.

13. (Currently Amended) The system of claim 11, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object ~~that is modified~~.

14. (Currently Amended) The system of claim 11, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

15. (Currently Amended) The system of claim 11, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

16. (Original) The system of claim 15, wherein the expiration value limit is a time limit.

17. (Original) The system of claim 15, wherein the expiration value limit is related to frequency of object selection.

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Currently Amended) A machine-readable storage medium embodying a sequence of instructions executable by the machine to perform a method for modifying display information, the method comprising:

(a) an object displayed in an EPG;

(b) progressively modifying ~~an~~ a non-textual attribute associated with the object by an incremental amount for each of at least more than two times that the object is selected, wherein modification of the attribute occurs at least more than two times in a common direction and each change in the attribute is a progressive change in a visible characteristic of the attribute; and

(c) modifying the display of the object in accordance with the modified non-textual attribute.

22. (Currently Amended) The machine-readable medium of claim 21, wherein the attribute is a color progressively darkened or lightened upon each selection of the object.

23. (Currently Amended) The machine-readable medium of claim 21, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object ~~that is modified~~.

24. (Currently Amended) The machine-readable medium of claim 21, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

25. (Original) The machine-readable medium of claim 21, wherein the modified attribute value is overwritten with a default attribute value when an expiration value limit is reached.

26. (Currently Amended) The machine-readable medium of claim ~~22~~ 25, wherein the expiration value limit is a time limit.

27. (Currently Amended) The machine-readable medium of claim ~~22~~ 25, wherein the expiration value limit is related to frequency of object selection.

28. (Canceled)

29. (Canceled)

30. (Canceled)